

# **Introducing the TAPIE toolkit to support inclusive public health communication**

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**9<sup>th</sup> December 2025**



- **Underpinning research**
  - Culmination of multiple projects (incl. older adults, children, minority ethnic groups)
- **Model implementation**
  - **Survey (N=141)** to map current practice for public health messaging during communicable disease outbreaks at the regional/local level in England
  - **Focus groups (N=46)** to further explore current knowledge/practice in tailoring communications in this context and establish required support
  - **Workshops (N=54)** with end users and communities to pilot/refine toolkit
- **Making the model accessible**
  - Clearer signposting/visuals
  - Guides restructured around key actions for each principle
  - Checklists simplified and ordered by principle

# The TAPIE model for tailoring communication

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## TRUST

Build, maintain and sustain trust, recognising that this takes time and ongoing effort.

Acknowledge valid reasons for mistrust.

Understand and address drivers of mistrust in organisations and in health recommendations.



## ACCESSIBILITY

Ensure messages are easy to access, use and understand.

Align content with values, needs and priorities of target audiences.

Recognise that accessibility needs and preferences differ for subgroups within communities.



## PARTNERSHIP

Promote equitable engagement to build the mutual trust required for effective partnerships.

Move from instruction to dialogue with partners to develop communication that is trusted, accessible and inclusive.



## INCLUSIVITY

Use inclusive tailored communications to avoid stigma.

Ensure core messages are consistent across communities to promote equity and fairness.

Recognise diversity within groups and the ways in which people self-identify.



## EMPOWERMENT

Foster empowerment by using language that promotes a sense of control and reinforces community strengths.

Create conditions of mutual trust to empower communities to decide, create and implement tailored communications.

# Introducing the TAPIE principles



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# Using the TAPIE toolkit




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## Guidance


### Communicable disease outbreak management guidance


Information on principles for the identification and management of outbreaks and resources to support local health protection system response to outbreaks of communicable disease.

From: [UK Health Security Agency](#)  
Published 21 January 2025  
Last updated 2 September 2025 — [See all updates](#)

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#### Documents

[Communicable disease outbreak management guidance: principles to support local health protection systems](#)  
HTML

[Toolkit 1: UKHSA structures and functions](#)  
HTML

CDOM guidance available [here](#).  
Direct link to TAPIE toolkit [here](#).

## GUIDE 2

### How to tailor communications to prepare for outbreaks

At this stage, key actions focus on:

- Identifying priority audiences and partners to support effective tailored communications
- Understanding the communication needs of priority groups
- Establishing processes, knowledge, skills and relationships required to effectively tailor messages

Actions are broken down by pillar to show the steps required to meet each principle, but in practice a single activity may be used to address multiple principles - for example, one mapping exercise can be used for Step 1 of Trust, Step 1 of Accessibility and Step 2 of Inclusivity.

Applying the TAPIE principles to outbreak preparation



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- Guide 1 introduces the TAPIE principles
- Guides 2 to 4 apply the TAPIE principles across preparation, response and recovery phases
- Three key actions are identified for each principle/phase.
- Single activities may be used to achieve multiple steps
- Checklists provide reflective questions to help users to identify opportunities to strengthen tailored communications

# Using the TAPIE toolkit: Please let us know....

How are you using the toolkit?

Can we help support training?

Anything it would be helpful to add/change in future versions?

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